

Print to Post

..... Your quarterly source for printing and mailing information

Volume 1, Issue 2

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Governor offers personal thanks to Department of Printing Staff



Governor Gregoire pictured with Department of Printing employees during visit. Photo by Weldon Wilson, WSP.

The Washington State Department of Printing welcomed Governor Chris Gregoire at their main printing plant in Tumwater on March 27, 2007. The Governor scheduled the visit to personally thank agency staff for their outstanding support during the preparation of the Governor's budget documents during this past December.

The 100-year storm that occurred in mid-December knocked out power to a significant portion of the state, including several days without power for the Department of Printing's main plant and copy center in Tumwater. This coincided with the production and release of the Governor's budget to the press on the evening of Monday, December 18.

Word reached the Governor of the significant challenges the agency staff overcame in order to ensure the timely delivery of the more than 1.3 million printed and bound pages that made up the budget documents.

During a brief walkthrough of the administrative areas, Governor Gregoire stopped often for personal greetings and photographs with staff. After touring various production departments in the printing plant, the Governor stood on the catwalk of one of the larger presses and addressed all agency staff.

During this historic visit, she emphasized the "value of Washington's printing in-plant operation as demonstrated during the windstorm." She expressed her gratitude for the exceptional hard work during the days following the storm and acknowledged the staff's commitment and dedication at that time. She made a point to clearly thank staff for their ongoing commitment to public service as well. As she shared a story of a foreign official viewing a Washington printed piece, she made note of the craftsmanship needed, "I provide the content but you transfer it into a document the user wants to open."

State Agencies align for efficiency

PRT and CMS partnership eliminates costly duplication

Anyone who has worked with the Department of Printing or with General Administration's Consolidated Mail Services has likely heard one of our primary selling points; we can take care of document preparation and communication for you from design, print, preparation and mailing. This allows you to focus on your core functions and together we can realize savings and efficiency for state government.

This mantra is not lost when it comes to our own practices. Both PRT and CMS are in the process of examining functions

that should be transferred between one another. The State Printer started the process of transferring outgoing meter mail to CMS on May 14, 2007 in an effort to phase out their own meters. This not only saves money for customers by allowing CMS to presort the mail and achieve postage discounts, but saves money for the state by eliminating costly duplicate machinery and maintenance costs.

Similarly, the next step will be for CMS to phase out Standard (bulk) mail processing and begin shifting that work over to the State Printer. By strategically

realigning work to the agency that can best handle it, we will be saving staff time and processing costs. The eventual goal of this endeavor will be a simplification and optimization of your mailing options.

If your office is interested in exploring the mailing options provided by either CMS or PRT, we are always eager to offer consultation on potential cost-saving or value-adding opportunities. Feel welcome to call your customer service representative at either PRT (360) 570-5555 or CMS Customer Service at (360) 664-9507.

Department of Health transfers mail services to CMS

Consolidated Mail Services is always working to make the state's mail system more efficient and cost-effective. This includes working with agencies who have decided to transfer in-house mail operations to CMS.

On February 15, 2007, after years of delivering Department of Health mail to and from places that CMS already visited, the long-running DOH Courier service ended and was replaced by a CMS driver and vehicle. This was a big step in the transition, but by no means the first or last. Working closely with a DOH team, CMS conducted training and informational sessions at the Health buildings in Tumwater, shadowed their courier to build the route, and solicited feedback at every level on the deadlines and time constraints that vary from office to office.

However, there were still many more opportunities to generate savings. So while the courier route was taken care of, DOH further consulted with CMS to help phase out their internal mail sorting and transfer processing of all mail to the CMS facility in downtown Olympia. Together, the two teams designed a fold-in of the DOH courier route into the CMS route that already visited many of the same offices.

The result: on April 9, 2007 the transition was complete. The DOH courier route was retired and all of the Tumwater Department of Health buildings were integrated into the CMS schedule. With a few time changes and the addition of late-day pickups in each building for those last-minute letters, both parties are happy with the results.

"We're very satisfied with the way CMS has taken over handling our mail delivery," said Cindy Blakely, administrative secretary with the Department of Health's Financial Services division and key member of the transition team. "CMS staff members from the main office as well as the drivers have been courteous and helpful. What a great way to save the state money and be more efficient while doing it."

Transfers such as this not only reduce duplication of metering equipment, maintenance contracts and couriers, but also free up state employees to focus on their agency's core tasks while we take care of ours – your mail.

Liquor Control Board

Adding to the list of agencies working with CMS to redesign the way their mail is handled; Liquor Control Board transferred its courier functions to Consolidated Mail Services in April of this year. Teams

from both parties cooperated to incorporate all the necessary locations into the CMS routes, allowing LCB to phase out a vehicle lease, fuel costs and employee time.

CMS is always willing to work with agencies who wish to examine their mail processing. To explore your options call CMS Customer Service at (360) 664-9507.

Significantly lower your office printing and copying costs

The cost of everyday office printing, scanning, copying and faxing is far more significant than many realize. Few organizations have a centralized or carefully managed plan for acquiring and effectively sharing standard office printing equipment. Consequently they pay for more print devices than they need.

Managed Print is a program that helps organizations mitigate their print costs by looking at printing, copying, scanning and faxing as functions of a single integrated support system for an entire organization, instead of as a series of separate equipment leases and purchases for individual users, single divisions or programs.

One successful model is the Department of Printing's contract at the Department of Ecology. As an agency with a mission of sustainability, Ecology recognized the efficiencies and benefits of Managed Print and was committed to making it successful in their agency.

A single Managed Print contract is serving all 1,500 Ecology staff statewide in 26 locations with the use of only 163 total devices. All agency staff now have access to scanning, faxing, printing, and copying (including color) from their desktops as well as the ability to collate, double side, and staple. In spite of this added printing ability, they significantly reduced their number of devices (returning valuable space) and they are saving more than \$11,000 per month on overall printing costs.

Their contract is strictly a cost-per-print service contract, and includes an on-site vendor technician at Ecology's headquarters building. The technician can remotely monitor all devices on the network and replace toner before they actually run out, significantly reducing the amount of time Ecology staff spend tending to machines.

How do I take the first steps?

Having a Print Assessment completed for your entire organization provides a comprehensive baseline of your overall printing costs, which are much more than

just your equipment purchases and leases. It includes all related maintenance services and supplies, electricity, and office space as well as the administrative and technical support.

The Print Assessment is performed by a neutral third party who also delivers both short and long-term recommendations for cost savings. Many of the short-term recommendations require no additional investment and bring immediate cost reductions.

How can I prepare?

- Stop buying copiers, printers, scanners and faxes immediately. Premature commitments can limit future options and a Print Assessment typically identifies excessive devices.
- Assign a good project manager and remember that any organizational change associated with cutting waste or duplication requires executive level support to be successful.
- Have your print assessment done by a skilled and independent party who is not motivated by selling you equipment. The Department of Printing has established a statewide contract for Print Assessments with six different vendors. The process is simple and typically completed in 45-60 days.
- Communicate the existing problem clearly and often to staff before you begin to implement any changes.

Print Management is not a one-size fits all solution, but rather a set of principles to guide our investments in printing capacity and technology. While complete adoption of a fully managed print environment might be the quickest way to significant space and cost efficiencies, the diverse culture and unique business of each organization dictate a very flexible spectrum of how Print Management is applied.

For more information on Managed Print and Print Assessments, call PRT at (360) 570-5555.

Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

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Distribution Notes:

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail. Copies for recipients not on the campus mail system were sorted by the CMS Outgoing Department and mailed Presort Standard through the USPS at a discounted postage rate.

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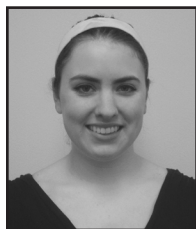
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Jamie Monroe joined the Department of Printing on March 20, 2007 as an Envelope Operator, helping to run the machines that create the envelopes much of the state uses every day.

To receive information about having envelopes made or ordered for your office, please call your PRT Customer Service Representative or (360) 570-5555.



Diane joined CMS in 2002 from the Department of Labor & Industries. Coming on board as an Office Assistant Senior, Diane quickly moved to a customer service position and in 2006 was named

"I love working with CMS customers," she says. "It may be 'just mail,' but it's a vital aspect of their business and I enjoy helping it run as smoothly as possible for them."

Diane enjoys hiking, gardening and a very particular type of mechanical pencil. She is also a proud WSU and Navy mom. To contact Diane about service matters feel welcome to call her at (360) 664-9506.



John came on board at CMS in April of 1999 processing mail in the Incoming section. In the years that followed he served numerous roles and performed just about every function CMS has to offer. After ranks John was promoted to Presort Mail member of 2005. He now coordinates the daily needs of thousands of mailpieces to USPS, DHL.

To contact John about outgoing mail services, or to have him demonstrate his skill with impressions, feel welcome to call him at (360) 664-9619.



Congratulations to Keri, who married Corey Wallis in Olympia on March 3, 2007. Currently functioning as a Customer Service Representative, she has been with the State Printer for the past four years. Keri's the Departments of Corrections, Social and Employment Security.

To contact her for customer service needs or congratulate her on her marriage, call (360) 570-5541.

Correction

In the previous issue of Print to Post, PRT Business Manager Tsuneko (Nikkie) Thompson's educational history was misidentified. Nikkie received her BS in Business Administration from Kobe University in Rokko, Kobe City, Hyogo Prefecture, Japan. We apologize for the error.

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First Last

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Job Role

*Address or Mailstop _____

*City *State *Zip

E-mail address

*Must be filled in to receive by mail.

Print to Post: What it is and how it can help you

Welcome to the second edition of the Washington State Department of Printing and General Administration's Consolidated Mail Services quarterly newsletter. Initial issues of this publication are being distributed to all our potential customers as well as the current customers of both CMS and PRT. It is our intent, however, to make this an opt-in subscription. To continue receiving this publication, you will need to subscribe following the instructions on page 4 of this issue.

Our goal with this publication is to keep you apprised on all matters pertaining to printing and mailing and ensure you have all the information you need to obtain the most effective services for your business. We do this by drawing on the expertise of our printing, distribution, information technology and contract personnel as well as the industry information of which we stay abreast. We aim to be a united network

of customer service for all the functions provided by our two agencies and detailed in this publication.

Mail layout and design

This newsletter itself actually serves as an educational piece. The previous issue of Print to Post was an eight-page, bound, 100%-recycled paper document sent as a flat-sized mailpiece. This issue was engineered to show lower cost elements for you to consider when designing your communication pieces. For example, paper, production cost, and time were all decreased by reducing the newsletter to six pages, eliminating the need for binding. Moving to a 30%-post-consumer paper also cut cost while still meeting the Governor's Executive Order regarding the minimum for sustainability (Executive Order 05-01).

This issue also demonstrates more cost effective mailing by CMS. As many copies as possible are sent through the

CMS campus mail system with the rest being submitted to the United States Postal Service. Copies sent through USPS will be folded and tabbed in such a way as to qualify for Presort First Class. CMS is able to offer this postage discount by machine-sorting the pieces. If your mailing does not meet the 200-piece minimum or other requirements for Presort Standard, this is a simple, cost-effective option for large mailings.

We want to be your experts in printing and mailing services, so we hope to utilize Print to Post as an outreach for this information and to provide you with the contacts you need to pursue your communication goals. To learn more about any topic described in this newsletter or provide your input, call CMS Customer Service at (360) 664-9507 or PRT at (360) 570-5555.

Information on how to subscribe to this newsletter is located on page 4.

PRT Graphic Design Manager wins design awards

The Washington State Department of Printing (PRT) has been the recipient of two American In-house Design Awards for 2007 from *Graphic Design USA*, a national magazine for design professionals. The awards recognize the creative work of in-house designers from private companies as well as the public sector. PRT's Graphic Design Manager, Starlit Bear, designed the winning pieces. Winning awards were for a 2006 Executive Summary and a 2005 Fiscal Report.

Star created the award winning Department of Archaeology and Historic Preservation 2006 Executive Summary for Greg Griffith, Deputy State Historic Preservation Officer. The six-page tri-fold layout effectively showcased several success stories of historic preservation in Washington. Washington State Historic Preservation Officer Allyson Brooks said, "We definitely had a message to send. We were very proud about the information contained in the document and wanted to broadcast to the world about the economic benefits of historic preservation. To do this we wanted eye appeal, something clean, crisp and fresh with bold colors and great photos to illustrate our point. Most importantly, we wanted to convey the image that historic

preservation is not about nostalgia, but about being a major player in building future communities with a sense of the past. This design does it for us."

The second award was for the 2005 Fiscal Report for the Department of Ecology's Model Toxics Control Account. Program Manager Trish Akana was seeking to create a report that provided a visual walkthrough of the historical impact of toxins on our state and had this to say, "I credit the success of the project to Starlit Bear who shaped the document design and promoted the use of environmentally preferable products. I provided Star with the freedom that comes from having artistic license, unconstrained, and she returned a product that exceeded my expectations."

Star was appreciative of the recognition for her design work and stated, "As a public servant, it's a rare opportunity to be awarded something like this because our customers are so conscientious about the production of their publications, the impact to their budgets, and public perception." If you would like design assistance or consultation, feel free to contact Star at (360) 570-5549.

Did You Know...

The United States Postal Service stays open for CMS?

While customers were concerned that their mail would not go out on January 2nd because of the federal holiday declared for President Ford, the Tumwater Business Mail Entry Unit kept a crew running for CMS to receive and submit state mail.

Once again on January 13, 2007 the Saturday before Martin Luther King Jr. Day, the USPS BMEU maintained a limited work schedule so CMS could make sure all the state mail would be processed for the long weekend.

This commitment doesn't stop with the USPS. During the snow and ice storm in mid-January, FedEx changed or cancelled some regularly scheduled pickups. DSHS was one customer that lost their pick-up, but by working with CMS was able to have their urgent packages transferred over in time to meet one of CMS's three daily FedEx pick-ups.

These are the types of partnerships that CMS cultivates to best serve the state's mail needs. If you have questions about mail services or vendors that work with CMS, feel welcome to call Customer Service at (360) 664-9507.

General Administration's CMS Customer Training

Customers are always welcome to tour the CMS facility and receive some useful mailing information. Our next organized training day will be Tuesday, September 11th, from 9:00 a.m. to 12:00 p.m. Learn how to best utilize our services and receive valuable tips on mail preparation that will save you time and money. To register please call (360) 664-9507.

Quarter 3 Dates to Remember



July 1 – Beginning of 07-09 biennium for state government
July 4 – Independence Day
September 3 – Labor Day
September 11 – CMS Quarterly Customer Training
September 24-28 – Mail Security Training Sessions at CMS

